

# Fall 2019 Revenue Generating Proposals Non-Credit, Non-Degree, Professional Development

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The University of Vermont

# FALL 2019 PROCESS

## 21 Proposal Submissions

CALS	Culinary Nutrition
CAS	Addictions
CAS	Re-imagined GAP and Univ College
CAS	Religious Literacy
CEMS	CSYS and Data Science Certificate
CEMS	Threat Stack Webinar on Cloud Security
CESS	Athletic Coaching Conference
CESS.CEMS	Computer Sci Ed Courses for Teachers
CESS.CNHS	Data Sci Bootcamp Health & Ed Mgrs
CESS	Professional Practice Workshops
CESS	Trauma Informed Practices
GSB	Ugrad Certificate in Finance
GSB	Grad Certificate in Sustainable Bs
HCOL	Lifelong Honors
LCOM	Public Health & Virtual Academy
LCOM	Pre-Health & Medicine
LCOM	Medical Cannabis Research and Ed
LCOM	Palliative Med and End of Life Care
RSENR	Geospatial Consulting and Education
RSENR	MPS Growth & MPS Ed for Sustainability
RSENR	Environment and Sustainability Programs

# FALL 2019 PROCESS Proposal Evaluation Framework

## EXTERNAL ENVIRONMENT:

Occupational, health, social, or cultural **needs**  
Market **demand**  
Enhances brand/**reputation**  
Capitalizes on a **competitive advantage**  
Potential for **market penetration**  
Leverages **existing relationships**

## FINANCIAL IMPLICATIONS:

Requires **reasonable start-up investment**  
Potential for **significant return** on investment  
Generates net **revenue by FY21**

## INTERNAL ENVIRONMENT:

Aligns with **mission, vision, and strategic direction**  
Maximizes existing **institutional strengths**  
Does not compete with **existing programs**

## PROPOSAL ITSELF:

Aligns with **departmental mission/passion**  
Reflects **innovation**  
Supported by **existing faculty**  
Implemented with **minimal time** to market  
Easily **scalable and sustainable**  
Supported by **existing technology/infrastructure**

## **FALL 2019 PROCESS** Review Team

- Provost
- Vice Provost for Academic Affairs and Student Success
- Vice Provost for Faculty Affairs
- Assistant Provost
- Vice President for Finance and Administration
- Vice President for Enrollment Management
- Dean, Continuing and Distance Education
- Dean, Grossman School of Business
- Director, Institutional Research

## **FALL 2019 PROCESS 4 Proposals Advanced**

- UVM/Threat Stack Webinar on Cloud Security
- Online Certificate in Data Science and Complex Systems
- Public Health and Virtual Academy of Public Health
- Geospatial Consulting and Educational Activities

# UVM/THREAT STACK WEBINAR ON CLOUD SECURITY

**PROPOSAL:** To leverage UVM's growing research profile in computer privacy and security, through a partnership with Threat Stack, a cloud cybersecurity company (CEO is a UVM alumnus) to develop a webinar series on cloud security and privacy.

**PROGRESS:** The external partner's ability to participate has been impeded by the pandemic



# ONLINE DATA SCIENCE AND COMPLEX SYSTEMS CERTIFICATE

**PROPOSAL:** To leverage UVM's reputation in data science and complex systems (DSCS) by offering an already approved certificate in DSCS online

## **PROGRESS:**

- Key courses are now offered online
- Soft launch in January 2021: 3 external students, 10 internal students
- Current external students are in existing sections (no new costs added)
- Marketing efforts underway to build enrollment

# **PUBLIC HEALTH AND the VIRTUAL ACADEMY OF PUBLIC HEALTH**

**PROPOSAL:** To create an in-demand credential in a growing field that will also serve as a feeder into UVM's public health program

## **PROGRESS:**

- Master of Public Health nationally accredited in Spring 2021
- 4 online Public Health Certificates of Graduate Study
- Development of MicroGrad™ programs in process
  - Stackable credentials for professional development
  - Examples: Epidemiology for Practice; Disease Outbreaks; Public Health Program Evaluation; Communicating Health Statistics, Legal Issues in Public Health



# GEOSPATIAL CONSULTING AND EDUCATIONAL ACTIVITIES

**PROPOSAL:** Invest in UVM's spatial analysis expertise and facilities to meet growing market demand for spatial analysis services.

## **PROGRESS:**

- Significant employment/educational opportunities for students
- I/E gross revenue growth from \$185K in FY17 to \$1.2M in FY20
- Drop in FY21 revenue
  - estimated at about half of FY20
  - pandemic impacts: travel restrictions/drone work; contract cancellations
  - FY22 bounce-back expected
- Increased grant activity; FY21 at \$1M; FY22 projected at \$16M (\$5M in F&A)

## OTHER PROGRAM ADVANCES

- **Online Dietetics MS** – FL 21 launch; 9 admits, goal of 20; responds to new degree/professional development requirements for Registered Dietitians
- **Computer Science Education for Teachers** – minor and concentration approved May 2019; Certificate of Graduate Study in development to attract external audiences
- **Professional Practice Workshops** – fee for service model launched in the Tarrant Institute; provides professional development opportunities for, social work, counseling, and other caring professions
- **Trauma Informed Practice Certificate** (New name: Resiliency-based Approaches with Families, Schools, and Communities Certificate) – Faculty Senate approval in March; anticipated BOT approval in May

# NEXT STEPS

- Units are encouraged to continue to **work with CDE** to develop non-degree and non-credit opportunities
- Think creatively – how can **existing resources/courses** appeal to external audiences?
- Develop **MicroGrad™** Programs in other colleges
- Initiate a **new call for revenue generating proposals** in Fall 2021
  - Competitive process and rigorous review
  - Potential initial investment from Provost's strategic funds and/or CDE
  - Market analysis and clear indication of ROI

# DISCUSSION